

# RJ REYNOLDS

TOBACCO COMPANY

*8 Mailed to  
N. Kukul  
Faxed to  
D. Cook  
8/27/97*

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

August 27, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

**HESS CHAIN: WINSTON BUY 2 PACKS GET FREE CAP / #700927**

Dear Paul:

We have placed *Winston* orders (regular product) as listed to pack and ship this promotion to participating **Hess** chain retail stores. **267** SKUs of Winston B2GF Cap Sleeves / Displays (item #529301) have been ordered to Consolidated Industries to pack this Promotion.

***Product and Displays have been ordered to arrive the same dates as noted in my correspondence of August 26th. All future promotional correspondence will include Hess locations. This correspondence represents an additional order as we just received notification that McLane NE will now be shipping to Hess locations.***

	<u>WINSTON</u>	<u>Case</u>	
<u>UPC Code</u>	<u>Brand Styles</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>5</u>
12300-11906	Light Box	6M	<u>6</u>
12300-11012	Full Flavor	12M	<u>5</u>
12300-11212	FF Box	12M	<u>6</u>

**Product PO # ER 2124-01**

All additional pertinent promotional information is listed below:

Product Arrival @ McLane NE:

**September 15, 1997**

Premium Arrival (@ Consolidated):

**September 18, 1997**

Ship Date to Retail:

**October 6, 1997**

Caps (Item #529301)

SKU CUBE:

**2.5480**

SKU WT (w/o Product):

**8.2000 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Full Price Cartons**

Product \$ Amount:

**\$12,881.58**

51844 5631

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Winston Cap Sleeves/ Display. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives a free Winston 'No Bull' Cap.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED HESS RETAIL CUSTOMER LIST.**

**SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$498.40 (17.8 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator

/jc

cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

Enc: Wholesaler Packing Instructions  
Winston Lighter Flyer  
Retail Customer List

**ROUs:** 1110 / 1210 / 1310 / 1710  
Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.